GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3046
ANSWERED ON:08.12.2000
INCOME FROM ADVERTISEMENT
CHANDRAKANT BHAURAO KHAIRE;MALYALA RAJAIAH;T. GOVINDAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the income to Doordarshan (Channel-wis

(e), All India Radio and F.M. channels in terms of advertisement for the last three years, year-wise;

(b) whether the income is declining as a result of competition with private TV Channels; and

(c) if so, the steps taken/being taken by the Government in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) As per figures furnished by Principal Accounts Office of Ministry of Information &Broadcasting, actual revenue receipts of All India Radio and Doordarshan during the last three years is as follows:

(Rupees in crores)

Year	Doordarshan	AIR
1997-98	467.51	100.99
1998-99	419.99	95.66
1999-2000	496.23	78.55

(b) There had been a fall in commercial revenue of Doordarshan due to fragmentation of viewership and increased competition from satellite channels, but this trend was reversed in the last financial year1999-2000, when revenue of Doordarshan increased by Rs.76 crores approximately.

(c) Prasar Bharati has informed that they have initiated a number of steps, within the parameters of Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producers, advertisers, advertising agencies and sponsoring bodies; functional autonomy to regional centres with regards to commercial matters; establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes,etc.